

The Fraxion logo features the word "fraxion" in a white, lowercase, sans-serif font. The letter "i" is stylized with a blue dot and a blue tail that extends upwards and to the left, ending in a small blue square. The logo is set against a dark blue circular background.The Monson Fruit Company logo consists of the text "MONSON FRUIT COMPANY" in a white, uppercase, serif font, arched over a white silhouette of a snow-capped mountain range.

### Company name

Monson Fruit Company

### Location

Selah, Washington

### Industry

Agriculture | Tree Fruit



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**Elizabeth Sanchez**

**Purchasing and  
Inventory Manager**

## CASE STUDY

### About Monson Fruit Company

Family-owned and operated, Monson Fruit is recognized as one of Washington State's leading packers, growers, and shippers of fresh fruit. Established over twenty-five years ago, the company is dedicated to ensuring both global and domestic deliveries of only the highest quality of products throughout the year. The Monson legacy as a leader in agriculture production in the Yakima Valley began in the 1950s when Van Monson identified the value of the region's fertile ground and ideal climate for starting his cattle and farming business. Throughout the decades, the family continued to expand its operations and diversify its activities within the agriculture sector to ultimately include fruit growing, packing, and shipping.

### Before Fraxion

Monson Fruit Company has grown from a small, family-owned business into a large-scale producer, packer, and shipper of apples and cherries, and the only cranberry packer on the West Coast.

Monson initially managed procurement using pen-and-paper purchase orders, submitting requests directly at local stores and receiving bills directly from vendors. As vendors transitioned to email invoicing, the limits of manual tracking became apparent, with email alone proving cumbersome for high volumes of transactions.

As Monson Fruit expanded to over thirty orchards across Washington and Oregon, they faced significant challenges in managing purchasing and invoices, underscoring the need for a robust automation solution to streamline purchasing and accounts payable processes, and provide the spend visibility and oversight needed to support their growing operations. With the expansion, purchasing and invoicing volumes surged, placing a heavy strain on the accounts payable (AP) team. Processing and matching paper-based invoices to purchase



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orders (POs) became increasingly time-consuming. With a strict policy to delay payments until all documentation was matched, some invoices were held up for as long as five months due to missing paperwork.

Monson Fruit's Purchasing and Inventory Manager, Elizabeth Sanchez explained, "Our AP department was overwhelmed and needed a solution. We were five months behind on paying invoices because we couldn't process them in time without the backup paperwork."

With an operation that spans large-scale production and a packing house, Monson Fruit needed a solution that could increase visibility, improve efficiency, and reduce the administrative burden on their team. They turned to Fraxion's procurement software to address these challenges.

## THE SOLUTION

Monson Fruit discovered Fraxion's cloud-based procurement software through a simple Google search and quickly identified its potential. As Fraxion is based in Seattle, Washington, the prospect of local support was a key advantage for Monson Fruit. After meeting with the Fraxion team and seeing the software's capabilities in a live demo, Elizabeth immediately recognized the value relative to their needs, saying, "We need this, we need them," fueling the motivation for the software's deployment.

### Overcoming industry-specific challenges

One of the most significant challenges in the tree fruit industry is the logistical complexity of managing remote orchards, often located several hours away from the central office. Field teams relied on physical purchase order books, which frequently resulted in misplaced paperwork, delayed orders, and limited visibility into field-level spending. These issues were compounded by weekly paperwork drop-offs, where forgotten POs could cause week-long processing delays and inefficiencies.

### Mobile app for field teams

Fraxion's mobile app transformed their process, allowing field teams to enter, approve requests, and manage purchase orders in real-time from their phones, eliminating delays and reducing errors.

"Just having the app at your fingertips when you're out in the field is invaluable," Elizabeth shared. Now, purchasing processes and management oversight happen in real-time, allowing staff to create requests and orders, and managers to access records instantly as purchases are made.



**“The app is what’s saving us right now. I can send someone out to pick up supplies, and they can create the order on their way, or at the store. I don’t have to create it for them—it’s just that simple and reliable. The app is phenomenal. Our team can literally shop, add items as they go, like putting things in a shopping cart. This app has helped us tremendously.”**

**Elizabeth Sanchez**  
**Purchasing and  
Inventory Manager**

The app’s intuitive interface has facilitated smooth adoption, even among Monson’s age-diverse teams. Elizabeth shared, “I initially thought some of our team might struggle with a mobile solution, but the simplicity made it seamless—they’ve really embraced it. Now, they’re saying, ‘I don’t know what I’d do without my Fraxion app.’”

Field teams can create orders on-the-go, without needing to carry PO books. Elizabeth emphasized, “The app is what’s saving us right now. I can send someone out to pick up supplies, and they can create the order on their way, or at the store. I don’t have to create it for them—it’s just that simple and reliable. The app is phenomenal. Our team can literally shop, add items as they go, like putting things in a shopping cart. This app has helped us tremendously.”

Management now has instant insights into spending across all thirty orchards. Digitally capturing orders directly on-site has significantly reduced errors, with Elizabeth noting, “No more excuses about forgotten books or misplaced paperwork. It’s all right there, and it’s accurate.”

### **Mobile approvals**

Having the approval capabilities on the mobile app has allowed teams to handle approvals faster, eliminating delays and providing immediate clarity. “Now, they can snap a picture of a receipt and submit it right then and there. It’s all so much quicker than waiting four or five days to process paperwork,” Elizabeth said.

The approval workflow has also streamlined operations for Monson Fruit’s management team. “If a purchase request goes above our threshold, our managers are instantly notified on their phones,” Elizabeth continued. “They already have their phones on them, so it’s not more work—just a simple click to approve. It’s a huge time saver.”

This improvement has empowered the team to manage costs more effectively. “Everything goes through Fraxion – the team is actually wanting to track more,” Elizabeth remarked, highlighting how the platform has transformed their approach to managing spend.

As Monson Fruit grows, visibility and tracking have become essential. Fraxion’s mobile access simplifies this process, enabling users to easily retrieve and manage purchase information, ensuring the team stays aligned as operations expand.



**“With Fraxion, we now have far greater visibility into our spending—a level we never had before. Our management team can see exactly who our top spenders are, what they're buying, and how costs are allocated, it's really changed the way we operate.”**

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## **Block-level spend management and visibility**

One of the most transformative features Fraxion offers Monson Fruit is block-level spend tracking, a key requirement in agriculture. It enables them to monitor and manage purchases at a granular level—right down to each orchard block. For an operation where high-volume purchases of chemicals and fertilizers are essential to growing, this degree of visibility has significantly enhanced spend management.

Through Fraxion, they have configured the system's structures to assign every purchase to a specific orchard and block. "We can track exactly where the money's going," Elizabeth explained. "If someone buys spray chemicals, we can see exactly which block it was purchased for. This gives us real-time insight into our spending and helps us stay ahead of budget." This block-level tracking has transformed how quickly and accurately they can monitor costs.

Previously, Monson Fruit had to wait until invoices arrived to review spend details. Now, with real-time tracking, they have immediate visibility into purchases at the block level. This ensures that every dollar is accounted for at the point of purchase and understanding spend by block provides valuable insights into profitability and opportunities to save.

## **Enhanced cost allocation and departmental visibility**

One of the significant benefits Monson Fruit has gained is the ability to assign costs to specific departments and cost centers. "Before Fraxion, we couldn't track exactly where our purchases were being used," Elizabeth explained. "Now, we can allocate costs directly to areas like the packing line, grounds, or orchards, which holds team members accountable."

Elizabeth emphasized how Fraxion's system has provided a level of transparency they never had before. "Now I can see exactly what's been spent—yesterday, today, or even five minutes ago," she said. "We used to wait months for AP to enter everything, but now it's immediate."

The platform has also improved tracking accuracy. "Before, purchases were broadly categorized, like 'pack house,' but we didn't know if they were actually used there," Elizabeth said. "Now, every cost is allocated directly to the right department or function. It puts responsibility on the individual making the purchase, and it's been a huge benefit for us."

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**“The team is more aware of what they’re buying and why,” Elizabeth noted. “I’ve heard employees ask, ‘Do we really need to buy this at that price? Now, we even get calls asking if it’s okay to buy something cheaper, which is exactly the kind of conscious decision-making we wanted.”**

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**Purchasing and  
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Originally, Monson Fruit planned to manage certain costs, like utilities, outside the system. However, the Director of Finance quickly realized the value of tracking everything through Fraxion. “Now, everything, including utilities, is processed through Fraxion, enabling comprehensive oversight and ensuring all purchases are reviewed and authorized by management or orchard managers,” Elizabeth explained.

Looking ahead, Monson Fruit is focused on leveraging the system’s full potential, including strategic budget oversight. “We’re implementing budgets and invoice approval routes, and the team is asking for even more capabilities than we initially imagined when we started this project, just a year ago.”

### **Cost-conscious spend control**

Since implementing Fraxion, Monson Fruit has seen a remarkable shift toward more cost-conscious spending across teams. Employees are becoming increasingly mindful of each purchase, understanding that all expenses are tracked and allocated accurately, fostering a culture of accountability and intentional spending.

Elizabeth explained that initially, training staff to input prices was a challenge, as they had never closely considered costs. “Before, they’d just pick up what they needed, without worrying about the price,” she said. Introducing spending thresholds and a limit per purchase, met with some resistance. It was the first time many employees faced a cap on expenses. “It’s amazing how they’ve all stayed within that threshold. Now they understand the reasoning behind it.”

With these guidelines in place, staff have become more conscious of their spending. “The team is more aware of what they’re buying and why,” Elizabeth noted. “I’ve heard employees ask, ‘Do we really need to buy this at that price?’ It’s a subtle but significant shift. “Now, we even get calls asking if it’s okay to buy something cheaper, which is exactly the kind of conscious decision-making we wanted.”

The real-time tracking capabilities of Fraxion have further supported this shift. “Now, if someone buys something, we can easily see it, and if they purchase the same item again in a month, we’ll notice. Even if we’re not actively monitoring it, the system tracks everything, providing data that helps us stay on top of spending.”

### **Vendor management**

Monson Fruit uses Fraxion’s spend analysis and reporting tools to gain insights into vendor spending, aiming to identify key suppliers and uncover cost-saving opportunities through consolidation. With over three hundred vendors, they are



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refining their supplier base to focus on those offering the best pricing and value. Fraxion's reporting simplifies spend tracking and highlights strategic vendor relationships to prioritize. Looking ahead, Monson Fruit plans to optimize this process further by setting stricter budget limits and negotiating better terms with selected vendors. Elizabeth explained, "We're exploring how to set different terms with vendors, especially those we spend significantly with. We also want to evaluate switching to more competitive vendors and partnering more effectively with local suppliers. We've made great strides this past year in identifying where we can make adjustments. We've been able to see a lot more."

### **Invoice management**

Before adopting Fraxion's automated workflows, Monson Fruit struggled with invoicing inefficiencies, at times facing a five-month backlog due to delays in obtaining the necessary backup documentation required to initiate payments.

Fraxion has transformed this entire process. Centralized digital purchasing records now ensure invoices are easily matched with purchase orders (POs), guaranteeing accuracy and compliance before payments are processed. The approval process, once manual, is now automated, with every invoice following a clear approval route. Elizabeth noted, "We know invoices are being properly reviewed before payment, and it's holding our managers accountable for their department purchases."

Elizabeth also shared, "For me, it's made reconciling so much easier. Before, I might get multiple invoices for different amounts, uncertain if I overpaid or underpaid. But with Fraxion, everything is linked. It's all right there, so I don't have to go out of my way to find anything. At the end of the month, I can just look at my invoices and know exactly where I stand. It's really streamlined the whole process and made my life so much easier."

### **Integration with existing systems**

Monson Fruit's experience highlights the value of Fraxion's integration with their existing systems, particularly in managing purchasing, inventory, and accounts payable. Elizabeth shared, "All of the spend, including packing house materials, goes through Fraxion." It integrates seamlessly with their in-house software, which tracks inventory by generating barcodes for incoming units, ensuring precise tracking of packing supplies. This integration maintains visibility and smooth workflows via data import.

Elizabeth emphasized the flexibility, noting, "It's great that Fraxion works with our existing processes. A different solution might have forced us to strictly follow their processes, but Fraxion allowed us to import data without losing visibility of inventory tracking."



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In accounts payable, Fraxion's integration with their ERP system, Compu-Tech, has streamlined the financial workflow. "Our head of AP imports data into Compu-Tech daily," Elizabeth explained. The result is seamless synchronization, where "trial balances now include every line item, and it's beautiful... and requires no intervention from my side."

Elizabeth further praised the ease of use: "It's so simple now. My team just handles the POs, and once a week, I import everything—it's so easy. No more manual data entry. With daily imports from Fraxion to Compu-Tech, the process has become seamless." This integration has increased efficiency. "I process one hundred to one hundred and fifty invoices weekly myself, and the team processes even more," Elizabeth said. "Now, everything that needs to be entered in Compu-Tech goes through Fraxion first. From check requests to approvals, we have full control and visibility over every step - it all flows through Fraxion."

The time savings have been significant. "I've actually had a new role added to my area because I have more time now. It used to take me a month and a half just to enter invoices; now I can easily get through each one in about three to four minutes. Fraxion pulls in all the details—prices, quantities—so it's much easier to spot mistakes. It's made my job so much easier." The AP team's invoice processing efficiency has also improved: "Before, they worked off names with no real paper trail, but now everything is tied to an actual number in the system. We can track everything; it's made a real difference."

Elizabeth shared, "When our accountant asked for copies of invoices, I no longer had to dig through files. I could just pull up the vendor, find the most recent invoice, and send it over instantly. It's such a time-saver compared to the old way of searching for paperwork, making copies, and scanning everything. With everything accessible on demand, tasks that were time consuming are now effortless."

### **Support and working with the Fraxion Team**

The support from the Fraxion team has been a standout aspect of Monson Fruit's experience. Elizabeth praised the team's responsiveness, saying, "If I have a question or need assistance, I can expect a response by the next morning at the latest—usually within an hour." This quick response time has been crucial in preventing operational delays.

From the very first meeting, Elizabeth felt confident in Fraxion's expertise. "Having Stanton (Fraxion CEO) at the first meeting was great. He was well-versed in the product, and his confidence was reassuring." Even after the initial setup, ongoing support has continued to impress. "Even a year later, I can still reach out to any team member, and that relationship has made working with Fraxion even better."



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Elizabeth values the direct access she has to Fraxion’s team, never feeling like just another support ticket. Their account manager has been key in offering helpful solutions, and Elizabeth emphasized, “Every time I’ve reached out, they’ve never made me feel like I’m bugging them. It’s always been, ‘Oh, of course, let’s help you with that.’” This level of attentiveness has made Fraxion a true partner in driving success with the software.

#### KEY BENEFITS

- Simplicity
- Ease of use
- Efficiency
- Mobility
- Accountability
- Spend visibility
- Time savings
- Cost savings